

## We've got it and we've got it good—

It appears that from the letters we have received, "We've got it and we've got it good" campaign has been readily accepted by several stores.

In fact, we'd like to share their comments with you.

The management here at 7200 really got behind the program and generated a lot of enthusiasm. We showed films every morning at break and talked up a storm. The results were amazing. The organization responded with just as much enthusiasm. What was the friendliest store in town became even more friendly. One example of this enthusiasm we generated is a letter we received from one of our regular customers. He has always recognized our friendly service, but last week our spirit must have prompted him to put his feelings on paper.

From an organization that has always taken pride in its store and clientele, this past week has given "Thank You For Shopping Our K mart" a new meaning. **Assistant manager Donald Erickson, Jr., K mart 7200, Waldorf, Maryland**

Just a note to let you know that we have held our Customer Care Week meeting in our store. After our discussions, we decided to let you know that our organization recognizes the value of our customers and our attitude towards them.

We all share the commitment to keep our K mart the cleanest, neatest, brightest, friendliest and best-stocked retail store in Columbus. We will strive for these ends every day. We promise.

**Staff and Store manager W. Lennox, K mart 3272, Columbus, Ohio**

We have just completed Customer Care Week and 3032 employees are committed. One item that has helped us is the use of a mystery shopper on a weekly basis who sends in the results to the store manager.

**R. Sesto, K mart 3032, Waukegan, Illinois**

Customer Care Week at 4041 went very well. Attempts were made throughout the week to inform customers that K mart cares. The slogans "K mart Loves Customers" and "Customer Care Week" were put up on the store's marquee. General class meetings on customer care were held along with mini classes for the various departments.

The general class meetings and mini classes were extremely successful. Employees discussed several topics, including how areas can be better covered during breaks. A second item covered was how to speed customer service through the checkouts. One idea suggested was to have the light on the express lane continuously blinking. This would allow the customer to better notice the express lane if he or she had eight items or less and cash. The discussion and questions raised in each of the classes reflected the employees' concern regarding the care of K mart customers.

Management and the employees at 4041 agree that the seasons ahead will be busy ones, but we will not let the work ahead stop us from having the friendliest store in town. We believe that the best advertising is free—word of mouth. At 4041, we plan to do a lot of free advertising through sincere customer care.

**Assistant manager M. DeVries, K mart 4041, Sioux Falls, South Dakota**

The organization at 7066 in Decatur, Alabama has been busy implementing the new special local promotions. The "We've got it and we've got it good" program and local community involvement has produced 74% and 115% back-to-back sales increases.

**Store manager H. Harbison and staff, K mart 7066, Decatur, Alabama**

The recent campaign for customer care is an outstanding campaign designed to elect a part-time employee and a full-time employee each month for their friendly courtesy towards customers. K mart 7348, Rome, Georgia elected Charmaine Shepard, part-time employee in cameras and jewelry and Helen Dean, full-time employee in the candy department, as the friendliest employees for the month of July.

**K mart 7348, Rome, Georgia**

Just a note to let you know about the favorable comments we are receiving about the employee and management name badges. We have received many favorable comments especially from customers.

We at 3488 had always considered our customer relations outstanding, but these badges have helped us to improve this aspect of our operation even more. The

manager badge has allowed me several times to solve customer problems or aid in service when a customer may have left the store dissatisfied or without making a desired purchase.

We are proud of "our" K mart and like being identified by our customers as one of the management team.

**Store manager A. Frebel, Jr., K mart 3488, Baton Rouge, Louisiana**

**Thank you for shopping  
our K mart.**

of all—not a once a year "push".

These cards will be turned in to either the store manager or personnel and we will use them for class. We can strengthen any weakness and continue to push forward in our strong areas.

**Store manager C. Hardy, K mart 3205, Atlanta, Georgia**

